

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

CONSUMER TIME

R-6

NETWORK: NBC-RED

DATE: August 2, 1941

ORIGINATION: WRC

TIME: 11:00-11:15
AM-EST

Produced by Consumers' Counsel Division of the Department of Agriculture
and presented in cooperation with Defense and Non-Defense Agencies
of the United States Government working for consumers.

oooOooo

1. ANNOUNCER: This is CONSUMER TIME
2. SOUND: CASH REGISTER - CLOSE DRAWER
3. NANCY: That's your money buying food.
4. SOUND: CASH REGISTER
5. CARL: That's your money paying for a home.
6. SOUND: CASH REGISTER
7. NANCY: That's your money buying clothes and the
thousands of other things you need.
8. CARL: That's you . . . paying for these things . . . money
out of your pockets.
9. SOUND: CASH REGISTER - CLOSE DRAWER
10. MILES: Are bargain sheets really bargains?
11. BARBARA: What can I do for defense?

12. ANNOUNCER: CONSUMER TIME today brings you the answers to these questions. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and Non-Defense Agencies of the United States Government working for consumers.

And here is your Consumers' Counsel, Donald Montgomery.

13. MONTGOMERY: Thank you, , and hello everyone. Yes, we have answers to all kinds of questions today. Each Saturday Mrs. Harry Miles, mother of our consumer family comes here to ask the questions you would ask if you were here.

14. MILES: I'm ready with a pack of them, too, Mr. Montgomery.

15. MONTGOMERY: Fine, Mrs. Miles. Here are my two consumer reporters, Nancy and Carl, to give you the answers.

16. MILES: Good. Nancy, I think you go to work first today?

17. NANCY: You bet, with some facts about how to buy sheets . . straight from the experts in the Bureau of Home Economics.

18. MILES: That's good news, Nancy, because I think I got a
bad buy the other day. Barbara and I were making
the beds with some sheets I bought at a white sale.
. . . (FADE) We were making Dad's bed, when . .

(PAUSE)

19. BARBARA: Gee, these new sheets look nice, Mother.

20. MILES: Yes, they do, Barbara.

21. BARBARA: Here, Mother . . . catch . .

22. MILES: Tuck it in good on the end there . . you know
how your father hates to have a sheet come loose.

23. BARBARA: But I haven't any to tuck in. Let me have some
more sheet down here at the foot, Mother.

24. MILES: I can't let you have any more down there . .
there won't be enough to tuck in at the head of
the bed.

25. BARBARA: Gosh! Mother . . it isn't anywhere near long
enough!

26. MILES: It ought to be . .

27. BARBARA: Well, it just won't tuck in . . that's all.

(PAUSE)

28. NANCY: And what did you do about those sheets, Mrs. Miles?
29. MILES: Nothing yet, Nancy. But I'm going to take them back. That salesman shouldn't have told me they would fit.
30. NANCY: Well, now, let's see . . . did you look on the label to see whether they were the right size for your beds?
31. MILES: No, I'm afraid I didn't.
32. NANCY: But you will when you go back?
33. MILES: Most certainly.
34. NANCY: That's a good thing to remember about sheets that are sold as bargains . . . be sure they are long enough to allow a good tuck-in.
35. MILES: Nancy, just how long should a sheet be?
36. NANCY: That depends on the size of your bed, of course, and the thickness of the mattress.
37. MILES: Then I should think it would be a good idea to measure it and see.
38. NANCY: A very good idea, Mrs. Miles. One thing to remember, the size that shows on the label means the size before the sheet was hemmed.

39. MILES: So the finished sheet is somewhat smaller than the label says.
40. NANCY: Right, about five to seven inches shorter. And it may shrink in the wash . . so you'd better allow for that, too.
41. MILES: So I measure my mattress, allow for tuck-ins, hemming and shrinking.
42. NANCY: That's it. And you'll probably come out with 108 inches . . that's about the best length.
43. MILES: And what about width, Nancy?
44. NANCY: For a single bed, get one that's 63 inches wide. And for a double bed, one that's 81 or 90 inches wide, if you can. The larger sheets will give you better wear.
45. MILES: Have you any tips about quality, Nancy?
46. NANCY: I should say so.
47. MILES: Well, can you tell me what is a good strong everyday sheet to buy?

48. NANCY: All right. The Bureau of Home Economics says that a muslin sheet satisfactory for everyday use has 70 to 80 threads to the inch, lengthwise, and 61 to 70 threads to the inch crosswise. And each yard will weigh anywhere from four ounces up.

49. MILES: That's very nice, Nancy. Now suppose you tell me what all that means.

50. NANCY: It's really quite simple, Mrs. Miles. You see, the quality of a sheet depends partly on the number of threads per inch there are each way.

51. MILES: I see, and you say a good everyday sheet will have how many threads, lengthwise?

52. NANCY: Between 70 and 80.

53. MILES: And crosswise?

54. NANCY: 61 to 70. The label, if it's any good, should tell you how many threads there are.

55. MILES: So one way to judge quality is by the number of threads. What else?

56. NANCY: Breaking strength.

57. MILES: Just what does "breaking strength" mean?

58. NANCY: How many pounds of pull the cloth will stand before it breaks.
59. MILES: I suppose that has something to do with how long a sheet will wear, too.
60. NANCY: Yes, it does. It's a little technical, but a good rule to follow would be to choose the sheet that has the highest breaking strength, other things being equal. That should be marked on the label, too.
61. MILES: I have loads more questions, Nancy, but I see there isn't time.
62. NANCY: Well, we have one of our Consumer Tips cards on sheets, Mrs. Miles . . . and it has all this information on it and lots more besides.
 , our announcer, will tell you how to get a free copy in another few minutes.
63. MILES: Good, and thanks a lot, Nancy. And now Carl, it's your turn.
64. CARL: I'm all set to go, Mrs. Miles.
65. MILES: You're going to tell us what we can do for Defense, aren't you.

66. CARL: One way. There are so many, you know.
67. MILES: But I want your ideas. A couple of days ago I was talking on the phone to Mrs. Thompson, (FADE) She's one of my neighbors . . . we both . . .
- (PAUSE)
68. MILES: (FADE ON) . . . I heard about him, too. That makes three boys from down the street gone into the army . . .
69. BARBARA: (As older woman)
(ON FILTER MIKE) Yes, Mrs. Miles . . . and my boy, he got a job in the new defense factory, too.
70. MILES: Seems like everyone's doing something for defense these days . . .
71. BARBARA: (FILTER) Everyone, but us women.
72. MILES: What about those aluminum pots and pans we gave to the Government?
73. BARBARA: (FILTER) Yes, I know . . . but what I mean is . . . everybody seems to be doing something big . . . something . . .
74. MILES: That's right. And there doesn't seem to be so much that people like us can do, except cook and feed our families and keep house, and things like that.

75. BARBARA: (FILTER) Well, you just wait . . . they'll think up something for us before long.

(PAUSE)

76. MILES: There must be a lot of women like us, Carl . . . just wondering what we can do to help.

77. CARL: And here's the answer, Mrs. Miles . . . in just three words . . . DON'T WASTE FOOD.

78. MILES: Don't waste food! My gracious, Carl, I never waste food of any kind . . . can't afford to.

79. CARL: Well, I'm thinking about food before it gets into your kitchen, . . . before it even gets into your grocery store.

80. MILES: I guess you'd better start from scratch, Carl, . . . I don't quite understand.

81. CARL: All right. We people in the United States need every bit of food we can grow.

82. MILES: I know that . . . I've heard Mr. Montgomery and lots of other people tell us how we need more . . . that's if we're going to see that people get fed right.

83. CARL: And more food so we can send some abroad.

84. MILES: But that's the farmer's job, to grow all the food he can . . . Where do we come in? I mean, us housewives?

85. CARL: Right here. You probably know that lots of food goes to waste every year . . . don't you?

86. MILES: How do you mean?

87. CARL: Vegetables and fruits, for example. Almost every place where fruits and vegetables are grown . . . some goes to waste because, well, first, maybe there isn't any place to sell it . . . and second, farmers may not have enough help to harvest it. So food just lies there, on the ground or hanging on the tree, till it rots away.

88. MILES: I hadn't thought of that.

89. CARL: That kind of waste must not happen, Mrs. Miles. Not this year. Every bean and squash and apple and peach must get to people who need them. We simply cannot afford to waste good food.

90. MILES: I think that's a very fine idea, Carl . . . but what can we do about it?

91. CARL: Several things. First, find out if you have a local Defense Council in your town.

92. MILES: But what does my local Defense Council have to do with it?
93. CARL: They can help you.
94. MILES: Help . . . how?
95. CARL: One thing they can do, if you ask them to, is to find out just what foods the farmers are growing in your county, . . . how much foods . . . and whether the farmers are going to be able to harvest all their foods.
96. MILES: And how much they can't take care of? Is that what you mean?
97. CARL: Right.
98. MILES: And then I suppose my local Defense Council should find some way to save what the farmers can't handle.
99. CARL: That's it. Your Council, with your help, and the help of women like you, might get together and find ways to use these extra foods while they're fresh . . . or you might organize canning projects.
100. MILES: I hadn't thought of that. But I can see this isn't a job for just one person.

101. CARL: That's the point. It's a community job . . . everyone should get in on it and help.
102. MILES: And you say, start by getting my local Defense Council to do what?
103. CARL: Set up a Committee, or use its Consumer Committee if it has one.
104. MILES: The idea is to rescue all the vitamin-rich foods you find going to waste. Is that it?
105. CARL: Exactly . . .
106. MILES: On the farm.
107. CARL: In city markets.
108. MILES: In people's houses, too, I suppose.
109. CARL: There, too. Everywhere. Save every ounce of health-bringing food you can find. But you've got to organize, get together, go and look for the wastes everywhere.
110. MILES: But Carl . . . what is going to happen to the food that gets saved and put into cans or preserved?
111. CARL: Well, what about the children in your neighborhood? Do you have a school lunch program in your neighborhood?

112. MILES: Yes we do. We're proud of it, too . . . every school child round our way gets a hot lunch every day he's in school.
113. CARL: Every child?
114. MILES: Well, maybe I'd have to take that back. Now that you ask, there are a couple of schools where . . .
115. CARL: Where you think they might use some of the foods your community puts up?
116. MILES: I guess they could.
117. CARL: The experts say that is a good way to use canned tomatoes and fruits.
118. MILES: Why just those foods in the school lunches? Why not all the vegetables and fruits we put up in cans?
119. CARL: Well, it's all right, provided the canning project is carried on under expert supervision. If it isn't, there is some danger of the children getting poisoned by improperly canned foods.
120. MILES: I see. Well, Carl, you've certainly started something.

121. CARL: And don't just stop with saving food for school lunches . . . look around and see if there aren't other places where extra foods would come in handy . . . I mean, to help grown-up people to be strong, too. There so many people who need better food . . . need it badly.

122. MILES: I'd like to ask you a lot of questions, Carl . .

123. CARL: There really isn't time, Mrs. Miles. But we have a letter for you, and for anyone else who wants to know 'What can I do to save food for National Defense?'

124. MILES: A letter?

125. CARL: Unhuhh . . . sent by three people in the United States Government who want to see that no food gets wasted . .

126. MILES: Who are they?

127. CARL: Mr. Wickard, Secretary of Agriculture . .
Harriet Elliott, in charge of the consumer interests in Defense, and Mr. McNutt, in charge of health and welfare for Defense.

128. MILES: What's in this letter they've written?

129. CARL: What you can do to rescue and use the vitamin-rich foods that might go to waste.

130. MILES: We, and everybody?

131. CARL: You and everybody who cares enough to write and ask us for a copy. , our announcer, will tell you all about it in just another minute or two.

132. MILES: Thanks, Carl, for all your grand suggestions. I'll bet thousands of women will be anxious to see that letter and find out how they can help not to waste food. And now, let's hear from our Consumers' Counsel, Donald Montgomery.

(Mr. Montgomery's Remarks)

1. MILES: Thank you, Mr. Montgomery. And now it's time to ring our chimes and announce this week's new name on the Consumers' Honor Roll.

2. SOUND: NOTE ON CHIMES

3. NANCY: Columbus, Ohio. The Columbus League of Women Shoppers goes on the Honor Roll this week for their splendid work in getting hot school lunches started in Columbus schools.

Working with the City school administration, the WPA, and other Federal and local groups, the League organized the first school lunch in an elementary school, feeding ninety children from relief and WPA families a hot lunch every day.

The League is working right now on plans to extend this program to other needy schools.

For their work with the school lunch program, and for their many other consumer activities, the Columbus League of Women Shoppers in Columbus, Ohio, gets Honor Roll mention today.

4. SOUND: NOTE ON CHIMES

5. MILES: Thank you, Nancy. And now, quickly, what have you for us on next week's CONSUMER TIME?

6. CARL: How to buy peaches.
7. NANCY: The best way to remove hair safely.
8. MILES: Good. How to remove hair safely, and how to buy peaches for next week's CONSUMER TIME.
All right, I guess you're it,
9. ANNOUNCER: Okay. Consumers, I'd like to tell you about those two things we're going to send you today. First is Consumer Tips on Sheets. This handy little three by five card has all the information you need to help you get your money's worth when you go shopping for sheets.
- Second . . . the letter telling you what you can do to help in our Nation's defense . . . how you in your local communities can help to keep our people strong and healthy by seeing that no food goes to waste.
- Both of these things are free . . . and here's all you have to do to get them. Simply address a penny post card to Consumers' Counsel, Department of Agriculture, Washington, D.C. Give us your name and address and the call letters of the station over which you heard this program. Ask for Consumer Tips on Sheets and the letter on the use of food.

(MORE)

May I repeat that address for you . . . Consumer's Counsel, Department of Agriculture, Washington, D.C. A penny postal is all you need, with your name and address and the call letters of the station over which you heard this program. Consumer Tips on Sheets and our special letter will be sent to you free.

Tune in next week at this same time to CONSUMER TIME, produced by your Consumers' Counsel in the Department of Agriculture, and presented in cooperation with Defense and Non-Defense agencies of the United States Government working for consumers.

Heard on today's program were Nell Fleming, Nancy Ordway, Frances Adams, and Carl Hanson.

CONSUMER TIME has been presented as a Public Service by NBC and the independent radio stations associated with the Red Network of the National Broadcasting Company.